



DELHI SCHOOL OF BUSINESS

By Vivekananda Institute of Professional Studies-TC

**Topic: To evaluate the product performance of instant
filter decoction coffee**

(Market Xcel Data Matrix Pvt. Ltd.)

By:

Ketan Jain

A report submitted in partial fulfillment of

PGDM Programme 2022-2024



Under the Guidance of

Dr. Manish Ganvir

Company Guide

Vice President (Primary Research)

Dr. Rashmi Sharma

Faculty Guide

Delhi School of Business



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DECLARATION

I hereby declare that this project report “**To evaluate the product performance of instant filter decoction coffee**” at Market Xcel Data Matrix Pvt. Ltd. is my own work, to the best of my knowledge and belief. It contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of any other institute, except where due acknowledge has been made in the text.

Signature:

Name: **Ketan Jain**

Roll no: **202210053**

Year: **2022-24**

Date: **17/06/2023**



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CERTIFICATE FROM COMPANY GUIDE

This is to certify that **Ketan Jain** with Enrollment No. **202210053**, a student of PGDM from Delhi School of Business- VIPS TC has done his summer training at 'Market Xcel Data Matrix Pvt. Ltd.', Okhla Phase 3 from **17 April 2023 to 17 June 2023**.

The project work **entitled "To evaluate the product performance of instant filter decoction coffee"** embodies the original work done by **Ketan Jain** during his summer project training period.

Signature

Name: Dr. Manish Ganvir

Designation: Vice President



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CERTIFICATE FROM FACULTY GUIDE

This is to certify that work entitled “**To evaluate the product performance of instant filter decoction coffee**” is a piece of work done by **Ketan Jain** under my guidance and supervision for the partial fulfillment of degree of PGDM at Delhi School of Business – VIPS TC.

To the best of my knowledge and belief this study embodies the work of the candidate. This requirement of the rules and regulations relating to the summer internship of the institute, is up-to the standard both in respect of content and language for being referred to the examiner.

Signature

Name: **Dr. Rashmi Sharma**

Designation: **Prof. Delhi School of Business**

Date:



Dated: 24th July'23

**CERTIFICATE OF INTERNSHIP
COMPLETION**

THIS CERTIFICATE IS PRESENTED TO

Mr Ketan Jain

FOR SUCCESSFULLY COMPLETING HIS INTERNSHIP (17-APRIL-2023 TO 17-
JUNE 2023) AS AN INTERN- RESEARCH

DURING THE TENURE WITH US, WE FOUND **MR. KETAN JAIN** SINCERE AND
RESULT ORIENTED.

REGARDS,

(SAPNA SINGH)
VP CULTURE & CLIENT

Market Xcel Data Matrix Pvt. Ltd.
17, Okhla Industrial Estate Phase-3, New Delhi-110020, India.
Ph: +91 11 42343500, Fax: +91 11 41325150
E Mail: info@market-xcel.com, Visit us: www.market-xcel.com
Corporate Identity Number: U74130DL2005PTC144211, MSME REG. NO.: UDYAM-DL-08-0002439

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Executive Summary

This report provides an overview of my summer internship experience at Market Xcel Data Matrix Pvt. Ltd., a market research firm specializing in business and management consultancy. Throughout the internship, I was immersed in the primary research department, where I was tasked with various responsibilities and projects.

Background of study:

- Tata Consumer Products Limited(client) is one of the largest beverage companies in the world and has a strong presence in the Indian market.
- Instant filter coffee provides a convenient way to enjoy the unique types of filter coffee without the need for extensive preparation.
- The company developed a new product for the instant filter coffee market in 3 different types.
- To this, the client proposed three prototypes to be tested in three different markets, to understand which of these generates the highest traction amongst consumers.

The objectives of the study were to understand:

- The standing of instant filter coffee in respect of its overall liking and key individual attributes.
- To assess the relative strengths and weaknesses of the product and understand which attributes are driving preference / higher liking for the product.
- To identify areas of improvement (if any) in order to better the client's product.

Methodology:

- Primary research
- Cities targeted: Bangalore, Chennai, and Cochin
- Sample size: 240 (80 per center)
- Target group:
 - Male and Female
 - Age: 18-40-year-old (18-27; 28-40)
- Blind Product Test
- One product was placed with respondent.
- Instructions to use were given.
- Product placement – Usage for 3 days
- Main interview (F2F / Online) as per respondents' convenience
- Purposive sampling

Analysis of the study:

The analysis of this study was conducted on the basis of blind product test results and the suggestions given by the consumers. The consumers answered the carefully crafted questionnaire after using the product and rate the product on different attributes.

Conclusion:

The main conclusion of the project was that the product introduced in Bangalore ranked lowest in terms of taste and showed weaker purchase intent among the consumers.

Learning:

- Consumer preferences and behavior
- Market trends and dynamics
- Segmentation and targeting

Suggestion:

Based on the findings, the suggestion given to the client was to improve the product launched in Bangalore as it showed weaker purchase intent by the consumer and adopt a different marketing strategy in Bangalore while launching the product because consumers there does not want to switch their existing coffee brand.

Company Description

Market Xcel Data Matrix Private Limited, a market research company that helps brands connect with their target audience and gain insights into their needs and wants, was incorporated on 29 December 2005. It is classified as Non-govt company and is registered at Registrar of Companies, Delhi. Market Xcel Data Matrix Pvt. Ltd. is India headquartered market research company which provides marketing research services to B2C and B2B companies. It has a global presence with offices in the United States, Singapore, and India. It is involved in legal, accounting, book-keeping, and auditing activities; tax consultancy; market research and public opinion polling; business and management consultancy. Market Xcel is India Headquartered full-service market research firm with experience across diverse industries providing customized market research solutions to clients.

The company's market research services offer actionable techniques to address key business issues, it has proprietary online research panel which provides data collection services enabling clients to get cost competitiveness with quality service. They also help brands develop new products that meet the needs of their target audience.

Market Xcel has a team of experienced researchers and analysts who use a variety of methodologies to collect and analyze data. The company has a strong track record of success, and its clients include some of the world's leading brands.

Vision:

"To empower brands to excel, grow and innovate by delivering speedy, reliable, and accurate research, data and insights for actionable intelligence and swift decision-making amidst rapidly changing market dynamics."

Mission:

"To cut through the chaos and unleash the force of technology to deliver next-gen technology-based research solutions, AI-backed analytics and data science platform, fin-tech products for retailers and shopkeepers as well as a sustainable energy-focused e-mobility platform."

Company Values:

1. Client-First Focus: Market Xcel craft custom solutions tailor-made to specific business needs, maintaining open communication throughout the process.
2. Expertise: The team's years of experience and in-depth knowledge generate consistently top-performing research.

3. Relentless Drive: The people push themselves beyond conventional strategies to achieve success.

4. Integrity: Market Xcel prioritizes reliability, agility, and transparency with a long-term commitment to build wealth.

5. Pioneering Spirit: They embrace innovation, including advanced algorithms, to set new standards within the industry and workplace.

Directors:



MANISH NARANG

Director, Business Strategy & Key Initiatives



RAJA VISHAL OBEROI

Co-founder, CEO



ASHWANI ARORA

Executive Director, Research & Insights



KAPIL NARANG

Executive Director, Client Services



MOHIT GOUR

President - MarketXcel USA



VARUN PATHAK

SVP - Growth



VIVEK GUPTA

SVP, Industry Intelligence

As a leading, thriving market research firm, they have an annual conclave and report called '**Brand Xcel**' offering a deeper consumer connection and understanding of 20,000 respondents across the country including rural areas. The report highlights refreshed aspects and insights from the brand ranking that can be circled back to consumer behavior. It further deliberates on the factors that enabled the marketplace to function during the pandemic and allowed brands to sustain their relationship with consumers.

Market Xcel's Brand Xcel Conclave:



The Brand Xcel Conclave, hosted by Market Xcel, is a prestigious annual event bringing together marketing minds and industry leaders to discuss and celebrate brands and branding strategies.

Target audience:

- Marketing professionals (brand managers, marketing directors, CMOs)
- Advertising and media professionals
- Business leaders and entrepreneurs
- Brand consultants and researchers
- Academics and students interested in branding.

Job Description

As market research intern I undertook various tasks to support the market research efforts of Market Xcel Data Matrix Pvt. Ltd. I get to explore the fascinating field of studying customer behavior and industry trends as an intern in market research.

Getting data was one of my key responsibilities. I was constantly searching for useful information, whether it be through surveys, interviews, or trends analysis on the internet. A substantial amount of my day was spent to accurately gathering the information we need to know and engaging with people to learn about their requirements.

Once data is collected, I analyzed it to identify patterns and trends. This involved working with spreadsheets and other tools to make sense of the information and draw meaningful conclusions.

I assisted in creating reports and presentations that were used to present our findings. This involves summarizing data, creating visualizations, and communicating insights in a clear and concise manner. I get to express my creativity by using graphs and charts to visually represent data. It's also quite fulfilling to witness how our findings help make clients informed decisions.

I got to work upon various projects with clients from media, food, and personal care industries. One major project I was involved with was focused on evaluating the performance of a new product: instant filter decoction coffee. This product was introduced in three cities – Bangalore, Chennai and Cochin, each offering three different flavors. Our objective was to conduct a blind product test wherein customers would use the product for three consecutive days and provide feedback on their experience.

To begin with, we developed a comprehensive research plan outlining the objectives, methodology, and timeline for the project. I collaborated with our research team to design survey questionnaires and discussion guides tailored to capture the relevant insights.

Once the project was underway, my responsibilities included coordinating with field researchers to ensure smooth implementation of the blind product test in each city. This involved monitoring data collection processes to maintain quality and consistency across locations.

During the testing phase, I assisted in data management and analysis, collating feedback from participants and organizing it for further analysis. This included both quantitative data, such as ratings and preferences, and qualitative insights gathered from open-ended responses and discussions.

After the three-day testing period, we conducted in-depth analysis to evaluate the product performance across different flavors and cities. This involved comparing customer feedback, identifying common themes and trends, and extracting actionable insights to inform decision-making.

Finally, I contributed to preparing a comprehensive report summarizing our findings, insights, and recommendations. This report included an overview of the methodology, key findings from the blind product test, analysis of customer feedback, and actionable recommendations for product improvement or marketing strategies.


Throughout the project, taste and flavor emerged as key factors influencing consumer perceptions. Interestingly, our product performed on par with competitors in these crucial areas, reflecting positively on its market potential.

Our findings also revealed widespread satisfaction across various attributes of all three prototypes, indicating a strong product foundation. Despite the majority of respondents perceiving the coffee as milder, this aspect surprisingly didn't significantly impact overall liking.

However, a notable discovery was the relatively weaker purchase intent observed for Product 1 specifically in Bangalore. This insight underscored the importance of considering regional preferences and market nuances in product development and marketing strategies.

In light of these insights, I collaborated with the team to brainstorm potential adjustments and targeted approaches to bolster the appeal of Product 1 in Bangalore. By leveraging these findings, we prepared our report and suggested the client to refine their product offering and optimize our market positioning for greater success.

RESEARCH APPROACH

METHODOLOGY 	TARGET GROUP 	PRODUCTS 
<p>“</p> <ul style="list-style-type: none"> Blind Product Test One product placed with selected respondent Instruction to use was given Product placement – Usage for 3 days Main interview (F2F / Online) as per respondents' convenience Purposive sampling LOI: Screener-10 mins, Recall-30 mins <p>”</p>	<p>“</p> <ul style="list-style-type: none"> Male and Female Age: 18-40-year-old (18-27; 28-40) NCCS- A/B Filter coffee decision maker in the house Consume filter coffee Regular filter coffee consumers <p>”</p>	<p>“</p> <ul style="list-style-type: none"> Product placed as per the following: <ol style="list-style-type: none"> Chennai – (Kumbakonam Degree) Kochi – (Chukku Kaapi) Bangalore – (Signature Coorg) Sample size : 240 (80 per center) Fieldwork period : April 2023 <p>”</p>

		Bangalore	Chennai	Cochin
Base : All Consumers(Fig in absolute)		80	80	80
OVERALL TASTE	Top box	41	91	63
	Top 2 box	85	100	93
	Mean	4.2	4.9	4.5
BITTERNESS	Top box	0	1	1
	Top 2 box	30	9	44
	Mean	3.2	2.9	3.0
UNIQUENESS	Top box	19	71	55
	Top 2 box	76	91	78
	Mean	3.9	4.6	4.3

"Figures other than base & mean in %"

		Bangalore	Chennai	Cochin
Base : All Consumers(Fig in absolute)		80	80	80
PURCHASE INTENT	Top box	40	90	48
	Top 2 box	85	100	90
	Mean	4.2	4.9	4.4
QUALITY OF COFFEE	Top box	46	80	53
	Top 2 box	83	93	93
	Mean	4.2	4.7	4.4
COLOUR OF FINAL PREPARED COFFEE	Top box	44	91	63
	Top 2 box	88	100	98
	Mean	4.2	4.9	4.6
APPEARANCE OF THE COFFEE	Top box	50	88	35
	Top 2 box	85	100	85
	Mean	4.3	4.9	4.2
OVERALL FLAVOUR	Top box	41	91	53
	Top 2 box	88	100	94
	Mean	4.2	4.9	4.4

"Figures other than base & mean in %"

	Bangalore	Chennai	Cochin
Base(Unwtd) : All respondents	80	80	80
Price	16	70	98
Quality	95	96	100
Brand name	60	65	91
Packaging (attractiveness, information)	36	21	59
Peers recommendation	26	16	31
Brand promotion	30	15	71
Flavours (taste and aroma)	89	79	98
Usually buy this coffee brand/flavour/type, hence do not think much, only see if available then buy	46	3	13

Q10. Thinking about the time when you buy coffee for home consumption, what all aspects, features, parameters you consider?

Post consuming the product, both prototypes and competition are getting higher satisfaction scores..

Penalty Analysis	POST CONSUMPTION			
	PANEL 1		PANEL 2	
	Total (Base: 116)		Total (Base: 122)	
	VS12 - Prototype 1	GS57 - Competition	VS13 - Prototype 2	GS57 - Competition
Intensity of Overall Flavour <i>(is milder --- is stronger)</i>	93	95	90	94
Intensity of Aroma While Drinking <i>(Much milder --- Much stronger)</i>	87	85	82	80
Intensity of Strength <i>(is milder --- is stronger)</i>	96	94	92	94
Intensity of Bitterness <i>(is less bitter --- is more bitter)</i>	91	95	86	94
Intensity of Flavour of Tulsi While Drinking <i>(is milder --- is stronger)</i>	93	96	89	93

Score of 75% and above considered ideal for a Just Right score.
Non-JR skew of ≥ 20% is considered an issue

Product Ratings		Bangalore	Chennai	Cochin
Base : All Consumers(Fig in absolute)				
<i>Spt. scale : 1 definitely would buy --- 1 definitely would not buy</i>				
PURCHASE INTENT	Top box	40	90	48
	Top 2 box	85	100	90
	Mean	4.2	4.9	4.4

OVERALL TASTE	Top box	41	91	63
	Top 2 box	85	100	93
	Mean	4.2	4.9	4.5

■ Top box > 45 ■ T2B>85

Analysis of Job

1. My role in the project evaluating the performance of instant filter decoction coffee provided valuable insights into the intricacies of market research and product analysis. Here's a breakdown of the analysis of my job based on the project:
2. **Understanding Consumer Preferences:** The project allowed me to grasp the significance of taste and flavor in consumer decision-making. Through data collection and analysis, I learned that these attributes are crucial drivers of consumer satisfaction and play a pivotal role in product success.
3. **Competitive Analysis:** Comparing our product's performance with competitors' offerings provided me with a deeper understanding of market dynamics. Identifying areas where our product performed at parity with competitors helped highlight our competitive strengths and areas for differentiation.
4. **Identifying Strengths and Weaknesses:** Analyzing consumer feedback revealed the strengths of our product, such as high satisfaction across various attributes. However, it also brought attention to potential weaknesses, such as the relatively weaker purchase intent for Product 1 in Bangalore. Recognizing these areas allowed us to strategize effectively to capitalize on strengths and address weaknesses.
5. **Regional Market Insights:** The project underscored the importance of considering regional preferences in product development and marketing strategies. The lower purchase intent for Product 1 in Bangalore highlighted the need for region-specific adjustments and targeted approaches to enhance market penetration.
6. **Collaboration and Decision-Making:** Throughout the project, I collaborated with the research team to analyze data, draw insights, and formulate recommendations. Engaging in discussions and contributing to decision-making processes provided me with firsthand experience in applying research findings to real-world business scenarios.
7. **Actionable Recommendations:** Based on our analysis, I participated in developing actionable recommendations to optimize product positioning and marketing strategies. These recommendations were informed by consumer insights and aimed to maximize the product's market potential.

Overall, my role as a market research intern in this project involved gaining hands-on experience in data analysis, consumer behavior insights, and strategic decision-making. It provided me with a comprehensive understanding of the complexities involved in evaluating product performance and devising strategies to drive market success.

Learning Outcomes

I learnt to present research findings to clients or stakeholders which requires strong communication skills. I learnt how to convey complex ideas in a clear and compelling manner, whether through written reports, presentations, or verbal explanations. Effective communication is essential for ensuring that insights are understood and acted upon.

During the course of my internship, I developed proficiency in various research methodologies, including survey design, data collection, and statistical analysis. I worked on multiple projects that introduced me to a wide range of industries and markets. This broadened my understanding of various sectors, including their dynamics, trends, and challenges. It also improved my communication and teamwork skills through dealing with potential clients and getting to know their requirements and needs. Challenges encountered during the internship included adapting to the work culture and managing time effectively to balance multiple tasks.

Managing multiple projects simultaneously taught me how to prioritize tasks and meet deadlines effectively. I learnt how to balance competing demands and allocate resources efficiently to ensure timely delivery of research projects. Also, it made me understand how to cater to client's needs, manage expectations, and build strong relationships. This involved active listening, responding to feedback, and adapting research strategies to meet client objectives.

In conclusion, my internship at Market Xcel Data Matrix Pvt. Ltd. provided valuable hands-on experience in the research industry, enhanced my professional skills, and contributed to my personal and professional growth.

Suggestions

- Leverage digital marketing channels and social media platforms to reach the target audience effectively. Engage with local influencers or coffee enthusiasts to create buzz and generate interest in the product.
- Implement a consumer feedback mechanism to continuously monitor perceptions and preferences in Bangalore. This could involve setting up an online feedback portal or conducting regular surveys to gather insights directly from consumers.
- Organize promotional events or sampling activities to increase visibility and awareness among local consumers. Providing opportunities for consumers to experience the product firsthand can help alleviate any concerns and drive trial.
- Develop targeted marketing campaigns highlighting the unique selling points, especially focusing on aspects that resonate with consumers. Emphasize the quality, taste, and flavor characteristics that differentiate the product from competitors.
- Monitor competitor activities and market trends closely to identify emerging opportunities or threats in the market. This proactive approach can help adapt strategies accordingly and stay ahead of the competition.

Appendix

Questionnaire

ASK Q8 TO THOSE IF CODED IN Q.3 AND NOT CODED IN Q.4, OTHERWISE SKIP TO Q.9

8. Could you please mention the reasons for the change of the brand? (MULTIPLE CODING)

Reasons	Code
Want to try something new	1
Deals/Offer available on the brand	2
Unavailability of usual brand	3
Recommendation by peers/acquaintances	4
Find other brand appealing	5
Dissatisfaction with usual brand	6
Variety required	7
Declining quality of usual brand	8
For special occasions	9
Media/Online reviews	10
Other (please specify) ____	11

9. Please tell me the type of coffee you like to drink? (MULTIPLE CODE)

	Code	Instruction
Americano	1	
Cortado	2	
Mocha	3	
Macchiato	4	
Flat white	5	
Decaf	6	
Irish coffee	7	
Iced coffee	8	
Cold brew	9	
Drip coffee	10	
Instant filter coffee	11	TERMINATE IF NOT CODED
Others (Specify ____)	12	

10. Thinking about the time when you buy coffee for home consumption, what all aspects, features, parameters you consider...? (MULTIPLE CODE)
11. Please rank the top 3 parameters, out of all the parameters you mentioned in Q10?

Factors	Q10. Code	Q11. Rank
Price	1	
Quality	2	
Brand name	3	
Packaging (attractiveness, information)	4	
Peers recommendation	5	
Brand promotion	6	
Flavours (taste and aroma)	7	
Usually buy this coffee brand/flavour/type, hence do not think much, only see if available then buy	8	
Others (please specify _____)	9	

12. Please rank the key influencing factors for choosing the brand?

Key Factors	Least influencing				Most influencing
	1	2	3	4	5

25. Please tell me how did you consumed the product? (SINGLE CODE)

	Code
Used in form of black coffee	1
Used with milk	2
Both	3

26. Please tell me whether the product was consumed....? (SINGLE CODE)

	Code
Hot	1
Cold	2
Both	3